



## **Love Where You Live in partnership with Wembley Stadium Foundation Application Criteria and Guidance**

The Love Where You Live Grant provides funding for projects that aim to foster a sense of belonging amongst all communities, where diversity is celebrated and valued, and opportunities are available to all. This grant aims to enhance the skills of local people and empower residents and community organisations to come together to respond to local needs and concerns to develop stronger communities.

From May 2025, Love Where You Live (LWYL) will partner with Wembley Stadium Foundation (WSF) to award grants to projects across Brent. Wembley Stadium Foundation is an independent grant-making charity, using the power of Wembley Stadium to empower grassroots communities, and create transformative experiences. This collaboration intends to increase funding, better support Brent-based organisations to improve community cohesion and empowerment and provide opportunities that are available to all.

### **Who can apply – Essential Criteria**

Grants are available for all **Brent registered** residents, community and voluntary sector groups, schools and residents, who have an idea to improve the environment, tackle social isolation, health inequalities, improve physical activity and movement or help to build better community relations.

Individual applicants must be over the age of 16, living in Brent and able to demonstrate support from their neighbours for their proposed project. If under 18, permission needs to be given from an appropriate adult.

We expect successful projects to start from November 2025 onwards. Giving enough time for applications to be reviewed, and all necessary due diligence checks to be completed.

An organisation can only submit or be part of one application.

Applications will only be accepted from **Brent registered** residents, voluntary and community sector groups or schools and must be for the sole benefit of **Brent residents**.

**These are typically:**

- Registered charity or charitable incorporated organisation
- Charitable company or social enterprise
- Community Interest Company (CIC)
- Businesses (not-for-profit and without share capital)
- Schools
- Residents

**We particularly welcome applications from grass-roots groups / organisations and organisation collaborations.**

*(Grassroots organisations – organisations that have been established with 12 months of the application submission date)*

**Key Information:**

**Resident Applicant must:**

- Provide proof of ID and Brent address in the form of a Council Tax Bill, bank statement, utility bill, or any other formal documentation

**Constituted Group Applicant must:**

- Have a constitution, registration number or, in the case of structured groups of residents, an outline of the group's aims/guiding principles.
- Have a bank account held in the name of the organisation, or a nominated bank account which the funding can be paid into (at least two signatories).
- Have an appropriate level of insurance coverage for their project and activities.
- Have appropriate safeguarding policies and procedures for their project activities.
- Small charities, organisations, and social enterprises will have an annual income of less than £60,000.
- Medium charities, organisations, and social enterprises will have an annual income of less than £250,000.
- Demonstrate that 100% of the people benefiting from the project will be Brent residents.

**In addition, applicants need to:**

- Be over the age of 16 (applicants under 18 must have a responsible adult with a current DBS certificate whilst delivering their project. The adult will also be responsible for the use of the grant award and achieving the outcomes).
- Be a Brent registered organisation delivering their proposed project in Brent.

*(applicants may be requested to provide additional evidence and documentation to support their application)*

**How much you can apply for:**

Up to £15,000.00 - collaboration of two constituted organisations or more  
**(payment will be divided amongst the respective organisations)**

Up to £ 5,000.00 - sole constituted organisation

Up to £ 1,000.00 - sole resident

- Any project that exceeds the maximum amount stated above will be required to provide evidence of match funding.
- The activity must be free of charge or low cost and open and accessible to everyone in the local area.
- **We reserve the right to offer part-funding to some projects if the assessment panel feels it is in the best interest of the programme's aims.**

### **Funding criteria:**

The project must support at least one of the [Borough priorities 2023-27](#)

- Prosperity and Stability in Brent
- A Cleaner, Greener Future
- Thriving Communities
- The Best Start in Life
- A Healthier Brent

### **Projects should fit one of six key themes:**

1. **Developing community and social cohesion** – to bring the community together - activities or events, which help create a sense of belonging. This could include organising a community day or a day celebrating transnational communities in the UK.
2. **Climate change and tackling environmental issues** – to come together to make your neighbourhood cleaner and greener. This could include brightening up a local area with flowers/foliage or you are bringing eco-thinking to your community organisation when delivering services to Brent residents.
3. **Addressing inequalities and expanding local engagement** – to reach new communities, cultures, and neighbours. This could include organising an event

bringing together residents of diverse backgrounds, or projects aimed at hard-to-reach communities within Brent.

4. **Capacity-building** – to help support and grow a newly formed group. This could include training and educational activities or building a community website.
5. **Tackling social isolation** – to support residents who have little support or community involvement. This could include organising a weekly away day or lunch club for residents in your area that might feel alone or isolated. As an example, elderly groups.
6. **Address physical activity and movement** - to help reduce health inequalities in the community.

**A project can be borough-wide or within specific Brent Connect or ward.** For more information on your Brent Connect area click [here](#) or ward see [here](#)

**What cannot be funded:**

- Alcohol.
- Payment to members of the management committee.
- A group's on-going running costs.
- Salary costs for any paid staff.
- Retrospective costs incurred before you received a decision from us.
- Political organisations or anything linked to a political party or organisation with primarily political objectives.
- Religious activities or activities that are primarily religious in nature or that promote specific religious beliefs.
- Individual or personal endeavors or gain.

## Application Guidance

### How to apply

**To apply for this grant, please follow the steps below:**

Before submitting an application, ask yourself key questions: -

- Are we eligible?
- Does our project delivery and outcomes meet all the grant criteria?
- Do we have a well develop project or project idea?
- Do we have relevant experience?
- Can we deliver the project as promised?

This table below is designed as a tool to help you develop your project idea and to prepare your LWYL / WSF grant application by guiding you through key application questions.

Use this guide to ensure your application is clear, concise, and meets the criteria.

<b>LWYL Question number</b>	<b>Question 1 Points to consider</b>
<b>C3 Project description</b>	<b>Describe your project clearly and briefly: -</b> <ul style="list-style-type: none"><li>• Who is involved - team, partners, beneficiaries?</li><li>• What will happen start to finish?</li><li>• Where will it take place?</li><li>• When will it run - how often and for how long?</li><li>• How will it be delivered - any unique methods?</li></ul> <b>Tips: -</b> <ul style="list-style-type: none"><li>• Make it easy for someone unfamiliar with your project to understand.</li></ul>

	<ul style="list-style-type: none"> <li>• Highlight your goals and how they meet community needs.</li> <li>• Include your sustainability plan, where applicable (what happens after funding ends).</li> </ul>
<b>C4 Project deliverables timeline</b>	<p><b>Use the table in the application form to breakdown the main tasks and activities needed to deliver your project information including the forecast date for each item: -</b></p> <ul style="list-style-type: none"> <li>• Deliver volunteer training - weekly.</li> <li>• Conduct CRB checks – specific date.</li> <li>• Prepare workshop material, deliver promotional campaign, register attendees, deliver event, collate monitoring information and write report etc.</li> </ul>
<b>C6 Beneficiaries</b>	<p><b>Who and which community groups will benefit and approximately how many (directly and indirectly) from your project?</b></p> <ul style="list-style-type: none"> <li>• What are the main benefits for them?</li> <li>• How did you identify their needs (e.g. surveys, research)?</li> <li>• What makes your project unique?</li> <li>• How will you promote it to your target audience?</li> <li>• Do you have expert advisors involved?</li> <li>• Does this project already exist in Brent if so, what makes your project different or how does it compliment what things? Unique Selling Point (USP).</li> </ul>
<b>C7 Location</b>	<p><b>Where are the project's activities to be delivered from? Is this in Brent? If not, why not e.g. trip to the seaside for over 70's?</b></p> <ul style="list-style-type: none"> <li>• Where are your project activities located, X community hall, x park, online?</li> <li>• What are the risk factors for each activity? E.g. bad weather for outdoor events and sufficient staffing</li> <li>• What contingency plans do you have if activities cannot go ahead?</li> <li>• Do you have a communications plan in place to quickly reach all participants if needed in an emergency?</li> </ul>

<b>C9 Borough Plan Priorities</b>	<p><b>How does your project align with the <a href="#">Borough Plan priorities</a>?</b></p> <ul style="list-style-type: none"> <li>• <i>Concentrate on meeting the priorities effectively through your project.</i></li> <li>• Choose the relevant priority that is most fitting and explain the connection.</li> <li>• <i>Can the priorities be fully achieved in this project?</i></li> </ul>
<b>C10 Key Themes</b>	<p><b>How does your project meet the key LWYL themes?</b></p> <ul style="list-style-type: none"> <li>• Thinking about the needs you are trying to address, which 1 of the 6 themes are you focusing on with your project?</li> <li>• Show how your project meets this theme and why it matters.</li> <li>• Can the priorities be fully achieved in this project?</li> </ul>
<b>D1 Measures of success</b>	<p><b>How do you plan to measure your projects success?</b></p> <ul style="list-style-type: none"> <li>• How will you be able to demonstrate that your project is a success?</li> <li>• Do you know what your key deliverables are?</li> <li>• What information will you record and capture to feedback your success? E.g. surveys, attendance registers, photographs, reports etc.</li> <li>• Do you know what your baseline starting point is?</li> <li>• How often will you track your project to against your deliverables and what you said you would do?</li> <li>• There are many ways to capture quantitative and qualitative data, consider which is the most appropriate methods in the context of your project.</li> </ul>
<b>D2 Key Milestones</b>	<p>What are the activities and how often do you plan to carry these out in this project?</p> <ul style="list-style-type: none"> <li>• Draft a timetable of your plan and activities, is it realistic and achievable?</li> <li>• What does your project look like day-to-day, week-to-week?</li> <li>• How many distinct activities are you delivering e.g. workshops, focus groups, outings/trips etc.</li> </ul>



<b>D3 Outcomes</b>	<p><b>Please provide no more than 3 SMART (<i>Specific Measurable Achievable Realistic and Timebound</i>) outcomes using the table on the form.</b></p> <ul style="list-style-type: none"> <li>• Outcomes are the changes the project will create for the target group, by the end of the project for example, an older people's exercise class may bring the following outcomes.</li> <li>• 1) Reduce social isolation for those attending the activity</li> <li>• 2) Improve the physical and mental health of those participating in the activity.</li> <li>• To make these outcomes SMART you could develop the outcomes into</li> <li>• 1) Reducing social isolation – 70% of older people attending the exercise classes will have made at least one new friend by June 2026</li> <li>• 2) Improving physical and mental health – 30 older people attending the project will feedback improved physical and/or improved mental health by June 2026.</li> </ul>
<b>E1 Total Project costs</b>	<p><b>This total should include any match funding and/or gifts in kind, if applicable</b></p> <ul style="list-style-type: none"> <li>• This figure should be accurate, realistic and represent good value for money.</li> <li>• Gifts in kind are things that you someone has given you for no charge such as hall hire, equipment and time. Please include the regular cost of these in the table below</li> </ul>
<b>E3 Match funding or gifts in kind</b>	<p>If applicable provide us details of who you are getting match-funding from.</p> <ul style="list-style-type: none"> <li>• Provide details of your match-funding if applicable. Provide the name and address of the organisation providing match-funding.</li> </ul>

<b>E4 Breakdown of how you will spend the grant</b>	<b>Itemise your specific expenses for which you are requesting grant funding.</b> <ul style="list-style-type: none"> <li>• Has each item been fully costed based on actual costs?</li> <li>• Provide a description of the expense and the amount of the budget which will be allocated to this expense.</li> <li>• Provide a detailed breakdown your costs e.g. wages how much per hour, how many hours and total. Another example venue hire, how much per hour, how many hours of hire and total.</li> </ul>
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### **Filling Out the Application:**

#### **Registration or login to Brent's Grant Portal Benefactor Cloud:**

- Register or login on Benefactor Cloud using your email address.
- Follow the instructions provided during registration, including confirming your email address.
- If the confirmation email is not in your inbox, please check your junk or spam folder.
- Once your email address is confirmed, log in to the Benefactor Cloud platform using the same email address you wish to receive all updates.
- All communication including funding decisions will be emailed directly to you from the grants management portal using the '**NoReply**' address [noreplybrentgrants@benefactorcloud.co.uk](mailto:noreplybrentgrants@benefactorcloud.co.uk)

#### **Starting Your Application:**

- Click the "Apply" button and select "Start an application" to proceed to the application form.

- By starting your application, you are agreeing to our [Privacy Agreement](#), accessible via the highlighted link provided.

If you need support to complete the application, please contact [CVS Brent](#) who are providing all grant application support.

### **Safeguarding children and vulnerable adults**

Should your funding request relate to the provision of services for young children and/ or vulnerable persons, you will need to:

- a) Confirm that any person connected to and or involved in the proposed project does not have any unspent criminal convictions, cautions, or warnings; and

If a registered organisation:

- b) Provide evidence of your safeguarding policies and procedures.

Subject to your response to (a) above, further information and a signed assurance declaration may be required.

If unregistered:

- c) Required to sign up for Brent Council's 'Safeguarding Pack'

**Failure to provide any relevant documentation upon request may result in your application being rejected.**

### **How we assess your application**

We will assess applications to ensure they meet the Love Where You Live / Wembley Stadium Foundation criteria.

The table below outlines the scoring criteria that will be used to assess the responses to the questions in your application. Please use this to review your application responses against these criteria to help you to answer each question fully.

0	Unacceptable	No response or does not answer the question that is being asked and does not demonstrate how the grant criteria are met in any way.
1	Inadequate	Substantially inadequate and does not meet the grant criteria in some significant areas. Very limited information and no examples or evidence provided.
2	Weak	Weak responses that do not fully meet the grant criteria. Response does not address the question in full, lacks detail and/or clarity to address the point and there is little evidence specific to the people and communities of Brent.
3	Satisfactory	Response largely meets the grant criteria and general evidence, and basic detail is given to support the answers and is relevant to Brent. There may be one or two minor omissions, but overall application provides basic information in response to the question asked.
4	Good	Good response where all the relevant points have been addressed, sufficient evidence and examples relevant to Brent are provided to support response, demonstrating how the grant criteria has been met.
5	Excellent	Exceptional response that inspires confidence. The grant criteria have been fully met and is robustly and clearly demonstrated, providing strong evidence and examples relevant to Brent. No weaknesses or areas of concern with the content.

We can only fund a limited number of applications and we will seek to give you a decision within **12 weeks** of the grant closing. With successful projects starting from November 2025 onwards.

If your application is successful, we will notify you and send you the funding agreement, including our monitoring requirements and a request for your bank details.

Once we receive your bank details and the with signed funding agreement, this will be counter signed by Brent and the payment will be processed.

### **Delivering your project and monitoring**

Once the funds are in your account you can begin your project or activity. You will be required to acknowledge Council funding in any promotional material. Your local councilors' would also appreciate an opportunity to attend your project/activity.

You will be required to monitor the success of your project, details of which will be outlined as part of a funding agreement. You will need to submit evidence and information about your project within four weeks of the project being completed, including (but not limited to):

- Photos/video showing the project taking place with appropriate permissions.
- Receipts/Invoices as proof of project expenditure
- A record of how many people benefitted from the project.
- A short narrative detailing the project's outcomes, which may be put on the council website or other promotional material, with photos and/or video.